

ABSTRACT

The present invention relates to an ISP server, a method of providing data, a method of advertising using moving pictures, and recording media therefor. In a method of providing data from the ISP server to an internet user's computer system connected through the internet, the method of advertising according to the present invention comprises the steps of (a) receiving a data reception speed of an internet user's internet connection, (b) selecting a data frame set based on the received data reception speed, and (c) transmitting the selected data frame set to the internet user's computer system. According to this method, a moving picture can be provided more efficiently during the process of receiving a prescribed service through the ISP server.